

### **Hawaii Movie Night in Korea (April 8)**

Hawaii Tourism Korea hosted a movie premiere event inviting some 200 travel trade partners (travel agents, airlines, reporters etc.) and presented "50 First Dates" which was filmed in Hawaii.



### **Media Press Tour from Hong Kong organized**

Hawaii Tourism Hong Kong organized an 8-day media tour to Hawaii from April 16 inviting reporters from major newspapers in Hong Kong. They visited major tourist attractions and met tourism leaders on Oahu and Maui such as members of the Hawaii Chinese Tourism Association. Participants included:

Mr. Richard Fung from the **Hong Kong Economic Times**, a key Chinese business newspaper with circulation of 73,000 daily.

Ms. Priscilla Chu from **Sing Tao Daily**, one of the leading Chinese newspapers in Hong Kong with the longest publishing history. This top quality daily has a circulation of about 100,000 daily.

United Airlines provided comp air tickets between Hong Kong and Hawaii and following are the list of other sponsors for this media press tour:

Air & Sea Tours, Aloha Airlines, Bishop Museum, David Paul's Lahaina Grill, DFS Waikiki, Dollar Rent A Car, Hyatt Resorts Hawaii, Hawaii Chinese Tourism Association, Koolau Golf Club, Kualoa Ranch, Maui Eco Adventures, Maui Ocean Center, Neiman Marcus, Polynesian Cultural Center, Ritz-Carlton Kapalua, Roberts Hawaii/Magic of Polynesia, Sheraton Moana Surfrider, The Shops at Wailea, Ulalena

### **Asia Promotional Opportunities**

#### **Taipei International Travel Fair (TITF)**

November 18 – 21, 2004

Taiwan's only international travel-related fair. As such the Fair has become an important meeting point for people from around Taiwan, who want to gather the latest information about worldwide and domestic travel. It is expected that tourism organizations of many more countries than in previous years will be present at this year's Fair. TITF offers great opportunities for business as well as the presentation of the latest travel products.



Photo from TITF 2002

**Hawaii Tourism Taiwan** is participating in the Fair and invites participation from the travel trade in Hawaii.

For more information on the Taiwan International Travel Fair 2004, please see the attached information and application form and contact Jemy See of Hawaii Tourism Taiwan at: [jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com)

#### **China International Travel Mart 2004**

November 25 - 28, 2004

Hawaii Tourism China is participating in the largest travel Mart in China. As an exhibitor, you will reach top-quality buyers from throughout China, and two and a half trade days have been kept exclusively for registered delegates. Thousands of consumers will also visit the Hawaii booths. For more information on China International Travel Mart 2004, please see the attached information and application form and contact Tina Yao of Hawaii Tourism China at: [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)

### **Key Activities for June**

**Hawaii Tourism China** is planning a Travel Agent Fam Trip and a Media Fam Trip in June 2004.

Please contact one of the staff listed in each office below in order to participate:

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